START safely provides the greater Jackson Hole community with convenient transportation that is affordable, service-oriented, and environmentally friendly, improving the quality of life in the region.

February 20, 2020 Special Board Meeting Minutes
4:00 pm - 5:30 pm
Town Council Chambers

Desired outcomes for our work:

Route expansion and modification incorporating branding/marketing
- Increase service on existing routes
- Prioritize new routes with new funding
- Easier commuter connection to town routes

Fare Policy
- Use fares to incentivize additional ridership especially during times of latent capacity

Travel Demand Management
- Recommend employers mitigate the effects of their employees and guests on our community
  - Implement employer transit pass
  - Incorporate new TDM requirements for large projects in Land Development Regulations.

Outcomes for today’s meeting:
- Review and approve FY21 Operations Plan
- Approve consistent employer bus pass discount
- Approve JHMR/TVA Ski passholder bus pass contribution policy
- Approve extra Teton Village service for Rendezvous Festival 2020

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<th>Content</th>
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<td>I. Opening</td>
<td>Call to Order and Roll Call</td>
<td>Board: Seadar Davis, Cathy Kehr, Wes Gardner, Susan Mick, Herb Brooks, Brett Simic, Ty Hoath, Jared Smith Liaisons: Luther Probst, Doug Self, Pete Muldoon Staff: Darren Brugmann, Courtney Schwartz, Jeff Deal Absent: Jim Hunt Approval of Minutes: Motion, made by Wes Gardner, 2nded by Seadar Davis, February 13th minutes are approved, START Board agrees unanimously.</td>
<td>4:00-4:05</td>
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<td>Bus Pass Employee Discount Alignment</td>
<td>Ensure alignment and consistency in our pass employer discount offerings</td>
<td>There was discussion amongst the START Board about the current discount employer discount to ensure this will not overlap with the new employer discount being discussed. Susan Mick assured the START Board the employer discounts would not overlap.</td>
<td>4:05-4:15</td>
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II: Discussion and/or Possible Action Items
Ski Passholder Bus Pass
Susan

Review the finance committee recommendation for JHMR ski passholder bus passes for FY21

Approx. Example from FY20
- Unfunded need - $850,000
- 15% Ski Pass holder ridership = $127,500
- 50/50 split with JHMR/TVA recognizing the public benefit of getting passholders to ride the bus = $63,750
- FY21 phased in approach - split for the first year = $31,875

Ty Hoath and Herb Brooks recuse themselves from this agenda item. The START Board reviewed the finance committee recommendation for JHMR ski pass holder bus passes for FY21. It was discussed how ski pass holder ridership was determined. Cathy suggested there be a better method of tracking ridership at Stilson. There was discussion about RouteMatch being difficult to operate and rely on. Darren communicated to the START Board that RouteMatch is fully functional as of February 1, 2020.

Wes Gardner suggested covering the $20,000.00 JHMR contribution again as an idea until there is assurance of the ridership numbers being as accurate as possible. Seadar Davis countered that it is time to move forward as this was the case last year, and there tends to be question from JHMR on ridership whether it’s generated from manual counts or electronically.

Motion made by Susan Mick, 2nded by Jared Smith, to use a cost of service approach to determine the JHMR/TVA contribution for ski pass holder bus passes based on winter ridership and unfunded need to be split with Town and County. The START Board agrees unanimously with 2 recusals – Ty Hoath and Herb Brooks. Motion passes.

Motion made by Cathy Kehr, 2nded by Wes Gardner, to phase in the JHMR/TVA contribution rate to 50% of this approach in FY21 and 100% of this approach thereafter. The START Board agrees unanimously. Motion passes.

FY21 Ops Plan and Budget
Jared/Darren

Review of DRAFT Operations Plan and Budget to be recommended to Town Manager.

Jared Smith reviewed the letter of submittal for the FY21 Ops Plan and Budget with the START Board. The START Board reviewed this document to go over items that are to be edited, omitted or further explained.

Motion made by Susan Mick, 2nded by Seadar Davis, to adopt the proposed budget based on implementation of the Route Plan. The START Board agrees unanimously. Motion passes.

V. Matters from Staff - Darren

- Rendezvous 2020 Event- Service Request Consideration, March 28

Darren explains the Rendezvous 2020 Event Service Request to the START Board and service for this event entail. He communicated that START Bus will be fully reimbursed by the organizer for this service.
Motion made by Cathy Kehr, 2nded by Wes Gardner, to offer extended and additional service to Teton Village for this event as to be paid by the organizer. Herb Brooks abstains, the rest of the START Board agrees unanimously. Motion passes.

VII. Adjournment
Next Board Meeting
- March 12, 2020
- Town Council Chambers

Items for future agendas:
- Electric bus branding and wraps
- Marketing Committee update on Route Plan advocacy with electeds (Men’s’ Breakfast Club, Travel/Tourism Board, JH Conservation Alliance, Friends of Pathways?)

Courtney Schwartz, Administrative Assistant (Minutes Editor)

Date

The undersigned duly qualified and acting chairman of the Southern Teton Area Rapid Transit Board certifies that the foregoing is a true and correct copy of the minutes approved at a legally convened meeting of the Southern Teton Area Rapid Transit Board.

Susan Mick, Chair